## **ORDER**

Orders Order / Rev: 724082 Alt Order #: 06382711 MO PMCSA Product Desc: KSDK C30N06 Estimate: Kristin Waskie Flight Dates: 10/30/12 - 11/05/12 Primary AE: Original Date / Rev: Sales Office: 10/22/12 / 10/22/12 T-PHI Order Type: Political Sales Region: NAT Smart Media Group Inc/ POL Agency Name: **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast Billing Cycle: WEEKLY 814 King Street Alexandria, VA 22314 Agency Commission: 15% Advertiser Name: MO Petroleum Marketers & Conv. Stor Demographic: A35+ New Business Thru: **Product Codes:** IS-Issue/Ballot Order Separation: 00:15:00 Priority: P-1 Advertiser External ID:

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/04/12	23	\$42,910.00	\$36,473.50

## **Totals**

Agency External ID:

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	23	\$42,910.00	\$36,473.50	0.00
Totals	23	\$42,910,00	\$36,473,50	0.00

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kristin Waskie			Start Of Order - End Of Order	100%

AGY, GEN, POL

Order Share	Share	Total
KSDK	51%	\$42,910.00
Market	100%	\$84,137.25

Revenue Codes:

Competitive Share	Share	Total
CABLE	0%	\$0.00
KDNL	17%	\$14,303.33
KETC	0%	\$0.00
KMOV	0%	\$0.00
KNLC	0%	\$0.00
KPLR	11%	\$9,255.10
KTVI	21%	\$17,668.82
UNKWN	0%	\$0.00
WHSL	0%	\$0.00
WPXS	0%	\$0.00
WRBU	0%	\$0.00

_L	n Ch	Start	End	Inventory Code	Break	Start/End Tir	ne Days	Len Spot	s Rate Pri	Rtg Type	Spots	Amount
Е	1 KSDK	11/02/12	11/02/12	M-F 5P News	CM	5-530P	F	:30	1 \$2,800.00 P-1	0.00 NM	1	\$2,800.00
				News Channel 5 at	5P							
	LOCAL	NEWS										
	Sta	rt Date I	End Date	Weekdays S	Spots/Week	Rate	Rating					
	Week: 10/2	29/12 <i>*</i>	11/04/12	F	1	\$2,800.00	0.00					
Е	2 KSDK	11/02/12	11/02/12	M-F NBC Today 7-9	A CM	7-9A	F	:30	1 \$1,250.00 P-1	0.00 NM	1	\$1,250.00
				NBC Today 7-9A								

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Order / Rev: 724082 Advertiser: MO Petroleum Marketers & Conv. Store

MO PMCSA Alt Order #: 06382711 Product Desc: **KSDK** 

Flight Dates: 10/30/12 - 11/05/12 Estimate: C30N06

Ln Ch Start Er TODAY	nd	Inventory Code	Break	Start/End T	ime Da	ys	Len Spo	ots Rat	e Pri	Rtg Type	Spots	Amount
Start Date End	Date 04/12	Weekdays	Spots/Week	Rate \$1,250.00	Rating 0.00							
E 3 KSDK 11/02/12 11/		Fri Prime C	CM	9-10P		F	:30	1 \$4,500.	00 P-1	0.00 NM	1	\$4,500.00
DATELINE	02,12	Dateline	O.V.	(9:00 PM-10:		•	.00	ι ψι,σσσ.		0.00 14111		ψ1,000.00
	Date	Weekdays	Spots/Week	Rate	Rating						l	
	)4/12	F	1	\$4,500.00	0.00							
E 6 KSDK 11/03/12 11/	/03/12	Sat 6p	CM	6-630P		- S-	:30	1 \$1,575.	00 P-1	0.00 NM	1	\$1,575.00
LOCAL NEWS		News Channel 5	at 6P Sat									
Start Date End	Date	Weekdays	Spots/Week	Rate	Rating							
	)4/12	S-	1	\$1,575.00	0.00							
E 7 KSDK 11/03/12 11/	/03/12	Sat 6-7A	CM	6-7A		- S-	:30	1 \$550.	00 P-1	0.00 NM	1	\$550.00
TODAY IN ST LOUIS		Sat 6-7A										
	Date	Weekdays	Spots/Week	Rate	Rating						i	
	)4/12	S-	1	\$550.00	0.00							
E 8 KSDK 11/03/12 11/	/03/12	630-7P Wheel Sa	t CM	630-7P		- S-	:30	1 \$1,125.	00 P-1	0.00 NM	1	\$1,125.00
		630-7P Wheel of	Fortune Sat									
WHEEL OF FORTUNE	_											
	Date	<u>Weekdays</u> S-	Spots/Week	<u>Rate</u>	Rating							
	04/12			¥ :, :==:::	0.00	С	.00	4 64 050	00 D 4	0.00 NIM	,	Φ4 2F0 00
E 9 KSDK 11/03/12 11/	/03/12	Breeders' Cup Wo		7-8P 87-00 PM-8-0		- 3-	:30	1 \$1,350.	00 P-1	0.00 NM	1	\$1,350.00
ENCORE		Diccucis Oup W	ona morougn	ų7.00 T W 0.0	0 1 101)							
Start Date End	Date	Weekdays	Spots/Week	Rate	Rating						į	
Week: 10/29/12 11/0	)4/12	S-	1	\$1,350.00	0.00							
E10 KSDK 11/03/12 11/	/03/12	Sat Prime B	CM	8-9P		- S-	:30	1 \$900.	00 P-1	0.00 NM	1	\$900.00
51100D5		Chicago Fire										
ENCORE	Data	Ma alada sa	C= =4= \\\\ = =1-	Data	Datina						l	
	<u>Date</u> )4/12	<u>Weekdays</u> S-	Spots/Week 1	Rate \$900.00	Rating 0.00						i	
E 11 KSDK 11/03/12 11/			CM	9-10A		- S-	:30	1 \$1,125.	00 P-1	0.00 NM	1	\$1,125.00
ETT RODR 11/05/12 11/	100/12	Sat 9-10a	Olvi	J-10A		- 5-	.50	ι ψι,ι20.	001-1	0.00 14101	l '	ψ1,120.00
NEWS 5 AT 9												
	Date	Weekdays	Spots/Week	Rate	Rating							
	)4/12	S-	1	\$1,125.00	0.00							
E12 KSDK 11/03/12 11/	/03/12	Sat Prime C	. CM	9-10P		- S-	:30	1 \$1,350.	00 P-1	0.00 NM	1	\$1,350.00
ENCORE		Law & Order: SVI	J	(9:00 PM-10:	00 PM)							
	Date	Weekdays	Spots/Week	Rate	Rating						i	
	)4/12	S-		\$1,350.00	0.00							
E 13 KSDK 11/04/12 11/	/04/12	NC5 at 5P Sun	CM	5-530P		S	:30	1 \$1,575.	00 P-1	0.00 NM	1	\$1,575.00
		News Channel 5	at 5P Sun									
LOCAL NEWS	_											
	Date	<u>Weekdays</u> S	Spots/Week	Rate	Rating							
Week: 10/29/12 11/0 E14 KSDK 11/04/12 11/	04/12	<del>-</del>	CM	\$1,575.00 6-7A	0.00	C	:30	2 \$550.	00 P-1	0.00 NM	2	\$1,100.00
E 14 NODK 11/04/12 11/	/04/12	Sun 6-7A Sun 6-7A	CIVI	0-7 A		3	.30	Z \$330.	00 F-1	U.UU INIVI		φ1,100.00
TODAY IN ST LOUIS		Cuit o 171										
Start Date End	Date	Weekdays	Spots/Week	Rate	Rating							
Week: 10/29/12 11/0	)4/12	S	2	\$550.00	0.00							
E 15 KSDK 11/04/12 11/	/04/12	Football Night in A		6-715p		S	:30	1 \$3,375.	00 P-1	0.00 NM	1	\$3,375.00
FOOTBALL NIGHT AN	MED	Football In Americ	ca									
	vi⊑k Date	Weekdays	Spots/Week	Rate	Rating							
	)4/12	S	<u> </u>	\$3,375.00	0.00						l	
E 16 KSDK 11/04/12 11/		SUN TDY	CM	7-8A		S	:30	1 \$1,125.	00 P-1	0.00 NM	1	\$1,125.00
		NBC Today Show				-		, ,.=0.	•			. ,
TODAY SHOW											I	

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**KSDK** 

Order / Rev: 724082 Advertiser:

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er: MO Petroleum Marketers & Conv. Store

Alt Order #: 06382711

Product Desc: MO PMCSA

Estimate:

Flight Dates: 10/30/12 - 11/05/12

C30N06

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount E16 KSDK 11/04/12 11/04/12 SUN TDY CM 7-8A ---S :30 1 \$1,125.00 P-1 0.00 NM \$1,125.00 NBC Today Show (Su) **TODAY SHOW** Start Date **End Date** Weekdays Spots/Week Rate Rating 11/04/12 ----S 0.00 Week: 10/29/12 1 \$1,125.00 E 17 KSDK 11/01/12 11/01/12 M-F 430-5p - - - T- - -:30 1 \$1.235.00 P-1 0.00 NM \$1,235.00 CM 430-5p Jeopardy **JEOPARDY** Weekdays Rating Start Date **End Date** Spots/Week Rate Week: 10/29/12 11/04/12 - - - T- - -1 \$1,235.00 0.00 E 18 KSDK 11/01/12 11/01/12 M-F 5P News 5-530P - - - T- - -:30 1 \$2,800.00 P-1 0.00 NM CM \$2,800.00 News Channel 5 at 5P LOCAL NEWS Start Date **End Date** Weekdays Spots/Week Rate Rating - - - T- - -Week: 10/29/12 11/04/12 1 \$2,800.00 0.00 E 19 KSDK 11/01/12 11/01/12 Thu Prime C 9-10P ---T---:30 1 \$3,150.00 P-1 0.00 NM CM \$3,150.00 Rock Center with BW **ROCK CENTER End Date** Weekdays Spots/Week Start Date Rate Rating Week: 10/29/12 11/04/12 - - - T- - -1 \$3,150.00 0.00 E 21 KSDK 10/30/12 10/30/12 M-F 5P News СМ 5-530P - T- - - -:30 1 \$2,800.00 P-1 0.00 NM \$2,800.00 News Channel 5 at 5P LOCAL NEWS Start Date Rating **End Date** Weekdays Spots/Week Rate 11/04/12 - T- - - -Week: 10/29/12 \$2,800.00 0.00 E 24 KSDK 10/31/12 10/31/12 M-F NBC Today 7-9A CM 7-9A - - W- - - -:30 1 \$1,250.00 P-1 0.00 NM \$1,250.00 NBC Today 7-9A **TODAY** Weekdays Start Date **End Date** Spots/Week Rating Rate - - W- - - -Week: 10/29/12 11/04/12 1 \$1,250.00 0.00 N25 KSDK 10/30/12 10/30/12 Tues Prime Other THE VOICE 7-9P - T----1 \$7,875.00 P-1 CM :30 0.00 NM \$7,875.00 1 THE VOICE 7-9P (7:00 PM-9:00 PM) Weekdays Spots/Week Start Date Rating **End Date** Rate Week: 10/29/12 11/04/12 - T- - - -\$7,875.00 0.00 \$50.00 P-1 N26 KSDK 10/30/12 11/02/12 M-F 4-5A - TWTF- -CM 4-5A :30 2 0.00 NM \$100.00 2 4-5A Weekdays Start Date **End Date** Spots/Week Rate Rating Week: 10/29/12 11/04/12 - TWTF- -\$50.00 0.00

Totals 23 \$42,910.00